

Media and Sport

FourFourTwo
THE ULTIMATE FOOTBALL MAGAZINE



B B C

BBC
RADIO

5 live

DAILY
Sport

Football365.com

talkSPORT
1089/1053 AM and Digital Radio

Television

Terrestrial – BBC, ITV Channel 4 and 5 (freeview).

These channels are free when you have a TV aerial and licence (£170 per year). You can access these from all aerials and freeview boxes. They only show a limited amount of sport,

Examples:

- BBC: Match of the day – football highlights. (https://www.youtube.com/watch?v=k_OKd0Uo3yw). Exclusive rights to Wimbledon tennis, Boat Race, Grand National, Summer and Winter Olympics, Six nations rugby and more recently the 2019 Women's World Cup football matches.
- https://www.youtube.com/watch?v=Tcqe_xhKNHg
- <https://www.youtube.com/watch?v=CKcEySuuUuE>
- <https://www.youtube.com/watch?v=Pzpkz1Bklqo>



Television

Terrestrial cont..

- ITV will show major football tournaments like the World Cup or European Championships. The male and female Rugby World Cups, Boxing, Horse Racing, Tour de France and some Tennis and Darts.
- <https://www.youtube.com/watch?v=BPnIG84FTKk>
- Channel 4 will show extreme sports including bike and car racing they will have highlight programmes namely of the cricket World Cup 2019.
- Channel 5 shows Club Rugby highlights, will show more extreme sports like car racing or dirt biking and Worlds Strongest man.



Television

Satellite – SKY Sports, BT Sport

- Sky Sports: will show sport 24 hours a day, 7 days a week. They have 11 channels, that range from, main event, F1, Racing, Golf, Football, 24 hours sports news and cricket.
- BT sport has channels 1, 2 and 3 as well as ESPN and box nation.

These channels are a subscription service, so you need to pay a monthly fee to watch these channels.

They show sport 24 hours a day.

Pay-Per-View – on demand viewing

Channels that show one-off big events, mainly fighting sports, boxing, wrestling, MMA. You have to pay a one off fee to watch this channel



Written Press



Swindon
Advertiser

- ▶ Newspapers: two categories Broadsheet and Tabloid.
- ▶ Broadsheets – Guardian, Times, Observer – middle to upper class, older clientele. Factual.
- ▶ Tabloid – Sun, Mirror, Star – Lower class, colour, clever headlines, dramatized



The Daily Telegraph



**Swindon
Advertiser**

Written Press

- ▶ Newspapers – Local, Broadsheets, Tabloids.
- ▶ How do they differ?
- ▶ Think about types of sport coverage and quality and quantity

Daily Mail

**DAILY
Mirror**

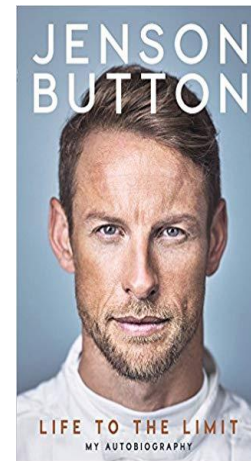
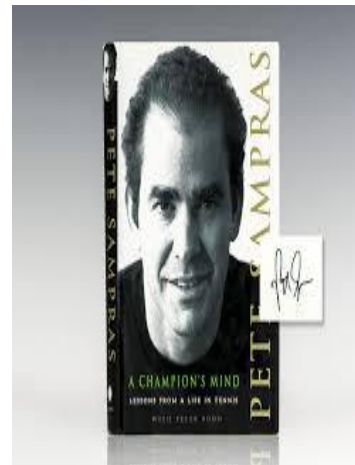
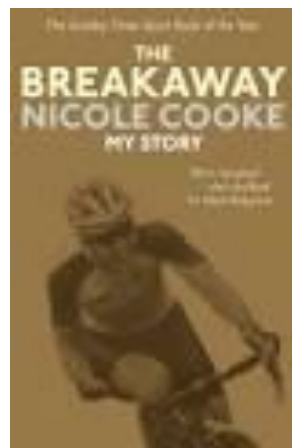
The Daily Telegraph

Newspaper examples

- ▶ <https://www.theguardian.com/education/school-sports>
 - ▶ <https://www.leedsbeckett.ac.uk/blogs/carnegie-xchange/categories/sports-coaching/>
 - ▶ <https://sportscoaching15.wordpress.com/>
 - ▶ <https://community.ukcoaching.org/spaces/6/inclusive-coaching/blogs>
 - ▶ <https://www.sportsinjuryfix.com/blog>
- 

Books

- ▶ Coaching manuals. Learning how to play.
- ▶ Fiction and Factual books about sport.
- ▶ Biographies, about retired and present sports people.



Written Press

- ▶ Magazines – each sport will have their own magazine they will include interviews, advertise clothing and merchandise for that sport. Have quizzes and fun activities to complete and give facts and opinions.



Written Press: Fanzines

- Latest information about your team.
- Interviews with players and managers
- Latest news
- Advertisements

Swindon Town



Newcastle



Man Utd





Radio

Dedicated sports radio stations – there are two radio stations these are ‘Talksport’ and ‘Radio 5 live’.

Talksport is a dedicated station that gives 24 hours sports news, views, facts and opinions. Its full of ex professional sports men and women, joined by journalists and they do fan phone ins, quizzes, interviews, live commentary on games and give general sport chat.

Radio 5 live will cover most sports and give interviews with managers and players. Have phone-ins (606) and report on matches/events



Radio cont...

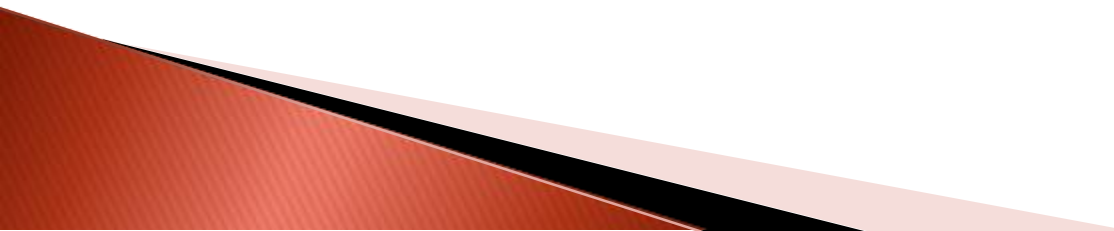
Local radio coverage – this is where a local station will broadcast details of the local football match like Wiltshire radio will broadcast Swindon football matches.

National radio coverage (Radio 1, 2 etc)– results of some sports are read out on national radio stations like Wimbledon results and football scores as part of news bulletins.

All these radio stations are not available to listen to on the internet



The internet

- ▶ Very fast and effective way of getting sports news
 - ▶ Individual club websites allow you to keep up to date with your teams news
 - ▶ See the latest scores, interviews and even watch matches on apps like SkyGo
 - ▶ Social media like Twitter/Facebook – Follow your favourite players, teams and other fans.
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Internet

Websites – most football clubs and rugby clubs have websites where you can look at news about the football club

Video-sharing sites – You Tube

Fan Sharing Sites –

Social Media – Facebook. Twitter. SnapChat. Instagram

there are groups of sports fans on Facebook where you can talk about your football team.

Podcasts – this is a video clip which can be taken by someone at a live football match who then posts it on the net for others to see. e.g.

<https://www.bbc.co.uk/podcasts/category/sport>

<https://tunein.com/radio/Top-10-Sports-Podcasts-c100001649/>

<https://talksport.com/podcasts/>

